IAFC TV Proposal

Client Name:	Jenks Fire Department
Event:	IAFC's Fire-Rescue International (FRI) Conference 2026. Kansas City, Missouri. August 12-14, 2026.

Proposal prepared for the Jenks Fire Department detailing the production, broadcast & distribution of a Thought Leadership video that will be highlighted at the IAFC's Fire-Rescue International Conference 2026 & online

Background

The IAFC is partnering again with the international film and broadcasting company, WebsEdge to produce IAFC TV. This venture serves to raise the visibility of fire departments and fire protection districts that are at the cutting edge of innovation in fire and emergency services, and provides them with a platform to disseminate their successful programs, initiatives and best practices to the international fire and emergency services community.

WebsEdge has been the official broadcast partner for the IAFC for the last 12 years. Throughout this partnership, we have worked with many of the most prestigious Fire Departments and agencies around the world. If you would like to get a better understanding of the style and structure of the films, the following link will take you to some videos on departments that were highlighted in the same way at last year's Fire-Rescue International:

Branson Fire Department, MO:
https://www.youtube.com/watch?v=DTtUzbIUHxU

Southern Marin Fire Protection District, CA:
https://www.youtube.com/watch?v=kk9Ib3XcDfI

North Central Fire Protection District, CA:
https://www.youtube.com/watch?v=B-jqQnYps0Y

Modesto Fire Department, CA:
https://www.youtube.com/watch?v=WN3EtKr_6m4

Distribution

The IAFC has an audience of over 12,000 members. Your video will be featured in the unique and exclusive IAFC TV broadcast at Fire-Rescue International 2026 to the delegation as follows:

- Broadcast throughout the conference on large IAFC branded screens situated in high traffic locations
- Broadcast on large IAFC branded screens at the IAFC TV Studio
- Included within the daily IAFC TV highlight shows during the week of the Fire-Rescue International Conference
- Included in all IAFC TV social media activity on multiple channels done before, during and after the event
- On dedicated cable channels in official delegates' hotel rooms in the Kansas City area
- In the online coverage during the event on the IAFC website and IAFC TV YouTube channel
- Copies of the videos will be produced and made available upon request to conference attendees

Your video will then be broadcast on the IAFC TV YouTube channel for a minimum of 12 months after Fire-Rescue International 2026.

Format
Your 5-minute video will be shot in high definition 16:9 widescreen ratio. The finished edited film can be supplied to you in any file format (e.g. .mp4, .mov, .fov).

WebsEdge will supply master copies of the final edited video, as well as a shorter 1-minute highlight version for social media output, and all the raw material from the shoot on an electronic hard drive.

Editorial Control
You will have editorial oversight over the content of the video. WebsEdge will not broadcast any footage on the Jenks Fire Department until you have signed off the final proof of the video to confirm that you are happy with the content and confirmed that it conforms with any relevant brand guidelines you may have.

Production & Filming Schedule
Stage 1: Preproduction consultation with WebsEdge Producer to discuss the details and messages of the video, potential interviewee's, visuals, case study material, filming locations and dates for the filming to take place

Stage 2: The producer will provide a filming schedule for you to approve.

Stage 3: The filming will take place on any date and any location selected by you. We have a crew that are local to you who will conduct the filming, which means that they can be responsive to your needs on when the filming takes place. We can also conduct remote interviews with clients or partners who are based elsewhere or are unable to make it to your chosen location for the day of filming.

Stage 4: WebsEdge will produce a 1st Edit of the video.

Stage 5: You will then be able to view the video on a secure location online and dictate any changes you require.

Stage 6: WebsEdge will implement any changes and continue the process until you sign off the final proof of the video.

Stage 7: The final edit of the video is then taken to Fire-Rescue International for broadcast as detailed above.

Rights & Benefits
You will have the copyright and all other rights, including intellectual property rights for all of the footage filmed by WebsEdge on your behalf so that you can use it for any purpose you wish. All material will be delivered to the Jenks Fire Department after you have signed off the final edit of your video.

Apart from the fantastic peer recognition and exposure, other fire departments we have worked with have found the above very useful in a number of different areas:

Recruiting and retaining staff
Sharing best practices that can inspire other fire departments
Communicating positive outcomes to their community and other community stakeholders
Building partnerships & collaborations with other agencies within their own city, county and state
Building partnerships & collaborations with other agencies nationally.

Cost
The cost of this package is fixed at $27,300 USD which is fully inclusive and covers all aspects of the pre-production, filming, editing, post-production, broadcasting and distribution, including travel, sustenance, equipment hire, insurance, etc. A breakdown of the cost is detailed below:

Production Costs:	**10,040.00**
All pre-production consultation / scheduling / planning and briefing	3,190.00
1 - 9 hr day shoot with Director or Reporter, Camera Operator with Kit - Incl lighting / sound / camera (HD)	6,225.00
All transport and expenses for crew	340.00
Media transfer to hard drives, consumables and transport of rushes	285.00
Post-production Costs:	**10,250.00**
Edit Producer – Incl logging & Scripting/Edit Supervising	2,930.00
2 day Editor & Edit Suite - incl 2D gfx	4,970.00
1/2 Day Editor & Edit Suite for Amendments	940.00
Picture grade and sound mix	920.00
Mastering, Encoding, Uploading & Archiving	365.00
Copyright free music	125.00
Distribution Costs:	**7,010.00**
Broadcast within the daily shows during the Fire-Rescue International Conference	4,815.00
Broadcast on all social media conducted by IAFC TV during the event	1,095.00
Upload & upkeep of appropriate web channels for 12 months	420.00
Indefinite copyright licensing to client of video and footage	680.00
Total:	**$27,300.00**

NB - This cost is a flat rate for the package and is the same amount that applies to every fire department that is profiled in this way at the IAFC's Fire-Rescue International Conference with one day of filming.